

New York Metro Region

Marlboro Recall Recap

June 5 - 10, 1995

DRB
DRB

2394 Total Calls Monday - Thursday (9.5 calls per day for 63 reps)

131 Calls made Friday (store sales / personal selling)

48 Calls made Saturday (store sales / personal selling)

2,573 TOTAL

22 Sales Representatives worked on SATURDAY

45,646 Cartons sold (752 12M cases)

531 Extra cases sold to Direct Accounts

565 Pack Displays

176 Carton Displays

741 TOTAL

RJReynolds
Tabacco Company

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to: <u>DON FITZGERALD</u>	from: <u>R. J. O'ROURKE</u>
co.	NY METRO REGION OPS
dept.	Phone # (908) 225-3765
	Fax # (908) 417-9076

3,936 Name Generation Cards

580 Personal Selling / Consumer Mission

4,516 TOTAL

51850 4213

MESSAGE CONFIRMATION

DATE: 06/12/95 TIME: 08:06

ID: 9082252967 1

DATE	TIME	TX-TIME	DISTN:	11	MODE	PAGES	RESULT
06/12	08:05	00'25"		4606	63-3	001	OK

06/12 08:05

Brooklyn

Saturday Work

June 10, 1995

M. Gray - 4 Hrs

Danny Many - 6 1/2 Hrs

Valerie Gilmer - 3 1/2 Hrs

David Figueira - 8 Hrs

Wanda Soto - 7 Hrs

Margaret Hansen - 8 Hrs

Total Calls Made - ~~22~~ 31

Total Cartons Stripped & Packed Out - ~~22~~ 635

Prebooked - ~~22~~ 604

Name Generation Cards - ~~22~~ 196

Sold - 63 Cash

Premiums Placed - 144

Advertising Placed - ~~22~~ Pieces 107

51850 4214